

# Project Updates:

## Housing Update

Two new communities are underway in Lake Forest, Camden Square and El Paseo. Camden Square features 72 single-family, detached homes designed for comfort and fine living. Residents will enjoy a recreation center featuring a swimming pool and areas for outdoor living and gathering with neighbors and friends. El Paseo townhomes feature 147 condominiums ranging in size from 763 square feet to 1747 square feet. This

development offers stylish one, two, and three-bedroom floorplans with space to entertain, relax, and spend quality time with family and friends. The El Paseo community includes private recreational amenities, including a swimming pool, multi-purpose room, playground, great lawn, and barbecues. These new housing developments are situated in one of Orange County's most sought-after areas, located around the corner from the 241 toll road, and just 2.5 miles east of I-5. Both Camden Square and El Paseo have model homes open.



El Paseo



Camden Square

## Lake Forest Gateway

The Lake Forest Gateway Plaza, located on the corner of Lake Forest Drive and Rockfield Boulevard, is in the process of a complete remodel. The new revitalized center will offer 90,873 square feet of retail space in a

prominent location, with excellent traffic and visibility from major arterials and the I-5 freeway. Acclaimed tenants of the Lake Forest Gateway Plaza currently include Buffalo Wild Wings, Inka Grill, Panera Bread, and Peppino's Italian Family Restaurants. New tenants will include IHOP, Which Wich Sandwich Shop, and Pizza Studio.



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SPRING/SUMMER 2015

# In Business

The Natural Choice for Business



## GROW in Lake Forest Award-Winning Job Creation & Retention Program

The City's commitment to fostering job creation and retention for Lake Forest businesses is demonstrated through GROW (Growing and Retaining Our Workforce). Through its unique partnership with the Orange County Workforce Investment Board, and the OC One-Stop Center, the GROW program works to create jobs by attracting new businesses and retain existing jobs by assisting current companies with employee hiring and training needs. GROW offers Lake Forest businesses access to no-cost hiring solutions, candidate screening, on-site recruitments, job fairs, customized trainings for employees based on new technologies, training and hiring incentives, assistance with universal or confidential job recruitments, and more. GROW in Lake Forest was recently recognized by the Orange County Business Council (OCBC) as the 2014 Award Winner for Business Retention and Expansion. As noted by OCBC, GROW stood out as a great example of a City that is taking a hands-on leadership role in addressing economic development issues.

The City of Lake Forest works proactively with its major employers to assess hiring and training needs and leverages partnerships with existing workforce programs to create a robust program that strengthens the City's economy. To-date more than 100 businesses have participated in GROW in Lake Forest, resulting in enhanced business activity and job growth. GROW has contributed to an increase in new businesses and jobs in Lake Forest. In 2014, Lake Forest welcomed 209 new businesses, resulting in 563 new jobs. GROW has also contributed to a 96% occupancy rate in Lake Forest industrial business parks and an overall low unemployment rate of 3.3%. GROW reinforces the City of Lake Forest's commitment to fostering partnerships and collaborations that facilitate a sustainable and thriving local economy. For more information on GROW in Lake Forest, visit our website at [www.lakeforestbusiness.com](http://www.lakeforestbusiness.com).

## Broker's Corner: Lake Forest Striving for Work-Life Balance

By Andrew Morrow, Corporate Managing Director, Savills Studley

2014 was another strong positive year for the Orange County commercial real estate market with rebounding office trends and a robust industrial activity with extremely limited supply. Orange County as a whole has the second lowest industrial vacancy rate in the country, behind Los Angeles which has created strong demand and rising rents and values. The upward trend of office rents and stabilization continued across the County, especially along the Bake Corridor in Lake Forest. For the first time in recent memory, 2014 experienced positive net absorption and rising rents. Industrial rents are also starting to increase, and property values have bounced back strongly over the past two years, nearing peak levels once again. Despite the rising tide of rents and dwindling concessions for tenants, the Lake Forest office and industrial markets still offer an extremely competitive real estate option for South Orange County occupiers which equates into a compelling business advantage.

The new addition and investment in the 86-acre Lake Forest Sports Park and Recreation Center has made the City an even better environment to work, play, and live. The park offers local companies and residents a 27,000 sf recreation center/gymnasium, classrooms and conference centers, 5 baseball/softball diamonds, 3 natural turf soccer fields, 2 outdoor basketball courts, 3-acre common lawn, gazebo picnic shelters, 2 playgrounds, and a computer lab with free public WiFi throughout. The sports park provides an extremely unique amenity that has not existed before in South Orange County. Located near some of the best office and industrial buildings in the market, many corporate neighbors that have called the City home for years, such as Oakley, Panasonic Avionics, and Del Taco, are able to use the park for recreational activities before and after work hours and during lunch breaks. The City has met the ongoing trend for work-life balance and outdoor and "creative" office work environments, creating an amazing and dynamic corporate environment complete with the existing Class-A commercial facilities, new multi-family and single family developments, and expansive retail amenities.

If your business or company is analyzing employee attraction and retention, labor, operating and real estate costs and/or site selection analysis, Lake Forest should be high on your list. Please contact me if we can help your business analyze the most effective solutions for future growth here in Orange County.

## G.R.O.W. in Lake Forest Program Features

### Lake Forest Jobs

Lake Forest Jobs features job postings for Lake Forest employers. Visit [www.lakeforestbusiness.com](http://www.lakeforestbusiness.com) to find available jobs in Lake Forest.

If you are an employer and would like to post available job positions on our website, please email us at [economicdevelopment@lakeforestca.gov](mailto:economicdevelopment@lakeforestca.gov).

### GROW Marketing Video

Interested in learning more about what GROW in Lake Forest has to offer? View our informational video. Visit our website at [www.lakeforestbusiness.com](http://www.lakeforestbusiness.com) to view the video which includes an overview of the GROW program, and Business Testimonials from some of Lake Forest's top employers.

## at a glance

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## City Manager's Message:

### Lake Forest, The Natural Choice for Business



2015 has already proven to be a prosperous and exciting year for Lake Forest. New housing developments are under construction throughout the City, including Baker Ranch, Camden Square, and El Paseo. The City's brand new sports park and recreation center is bustling with activity, as visitors frequent the park daily and new adult sports leagues have already sold out for the spring.

The results from the 2014 Resident and Business Survey are in, and we are pleased to report that the City continues to meet the needs and expectations of the community, with 90% of residents and 87% of businesses satisfied with the City's efforts to provide services. The City will use the valuable feedback from the survey to help identify new and enhanced seminars and networking events to meet the needs of our businesses.

GROW in Lake Forest, the City's job growth and retention program, continues to thrive. GROW is an award-winning economic development program, which features no-cost hiring solutions and a variety of employee training resources. For more information, see article on page 1.

The City is thrilled for the opening of the new Orange County Sheriff's Substation in Lake Forest at 20202 Windrow Drive, which is anticipated to open in May of this year. The new substation will serve the Cities of Lake Forest, Mission Viejo, Rancho Santa Margarita and will greatly facilitate public safety services in the City.

This spring, the City will be re-launching its main City website ([www.lakeforestca.gov](http://www.lakeforestca.gov)) and Economic Development website ([www.lakeforestbusiness.com](http://www.lakeforestbusiness.com)). The new websites will include new tools and resources to assist residents, businesses, and visitors of Lake Forest. Be sure to visit our websites for the most up-to-date information on City projects and events.

There are several exciting events occurring in spring and summer 2015. For more information on these events, please view "City News" on page 4.

Wishing you growth and success,

— Robert C. Dunek  
City Manager



### Westamerica Communications

- 26012 Atlantic Ocean Drive
- (949) 462-3600
- [www.mywestamerica.com](http://www.mywestamerica.com)
- 105 employees in Lake Forest

### Company Profile:

## Westamerica Communications: Single Source for Marketing Support Needs

Westamerica Communications is a one stop for all your marketing support needs. Its services include commercial printing services, in-house creative marketing services, direct mail services, copy development, mass media, website design and development, and more. Founded in 1975 by Bud Grant, Westamerica Communications was originally known as The Printing Company. The name was eventually changed to Westamerica Graphics to reflect the company trajectory towards a full service communications firm. The company embraces a full spectrum of communications technologies and channels, offering online and offline products. For 30 years Westamerica Graphics served Orange County and the southland with the highest quality print and packaging solutions. In 2014, Westamerica Graphics merged with PSB Integrated Marketing. PSB operated a successful print and marketing services company since 1991, specializing in providing award-winning agency-quality solutions faster and more effectively than most traditional resources. By merging the two companies, Westamerica Communications now boasts extensive marketing, mailing, digital and traditional print, and most recently comprehensive video services. The merged entity, which now occupies the existing 45,000-square-foot PSB headquarters in Lake Forest, employs over 100 employees, and posts annual sales of more than \$20 million.

Continued on page 3

## Business Tips: Key Steps Toward Achieving Your Financial Goals

by Stephen McGuirk, Financial Advisor, Edward Jones

Understanding what is important to you and your family in order to help you identify and reach your goals is critical. Although there are many ways to work toward your goals, the key is answering these five important questions.

### STEP 1: WHERE AM I TODAY?

Before you can set realistic goals, you must determine your current needs. When you share information, including a list of monthly expenses, last year's tax return, retirement plan statements and brokerage, bank or other financial statements, it will help provide an overview of your current situation.

### STEP 2: WHERE WOULD I LIKE TO BE?

After determining where you are today, the next step is to set specific goals that can be related to:

- Saving for retirement
- Living comfortably in retirement
- Funding a child's education
- Helping support other family members
- Funding a vacation or second home
- Having appropriate insurance to help protect your financial goals

### STEP 3: CAN I GET THERE?

Based on your current situation, future income requirements and comfort level with risk, you can work with your financial advisor to create and implement strategies that can help you achieve your goals.

### Company Profile continued from page 2

Westamerica is excited to roll out new video services, which will provide high quality, professionally produced videos for a wide range of situations. It can produce various videos for annual reports, lobbies, products, and trainings. With a stronger need for logistics and other management support for ongoing marketing campaigns and materials, Westamerica has expanded its "Storfront" service. "Storfront" allows Westamerica clients to manage their marketing programs and support right from their computer.

Westamerica Communications has been experiencing significant growth, with the company growing 40% and increasing its employee count. Westamerica's employee count has increased 5% over the previous year and now houses 105 employees at its Atlantic Ocean Drive facility. Westamerica recently started a third shift, which allows the company to operate 24 hours a day and enables the delivery of its products with a faster turnaround for its clients. Westamerica Communications is very excited for its future in Lake Forest.

### STEP 4: HOW DO I GET THERE?

Edward Jones' investment philosophy centers on buying diversified, quality investments and holding them for the long term. You will be introduced to a variety of asset allocation models, and your financial advisor can help you select the appropriate mix of investments in each category.

### STEP 5: HOW CAN I STAY ON TRACK?

Meeting annually can help ensure that you stay on track. If any of your goals or circumstances have changed, we can make appropriate updates that address your evolving needs.

To learn more about how to achieve your financial goals, contact Stephen McGuirk, Financial Advisor, at (949) 597-2167 or [stephen.mcguirk@edwardjones.com](mailto:stephen.mcguirk@edwardjones.com).



Stephen McGuirk is a financial advisor with Edward Jones. Prior to working for Edward Jones, Stephen worked for Transamerica Financial Advisors, MassMutual Financial Group, Paychex, and 13 years as a major account manager with Verizon Wireless.

**Edward Jones**  
MAKING SENSE OF INVESTING

## CEO Q&A



Kristin Highberg is the Chief Executive Officer of Ellison Education Equipment, Inc. Founded in 1977, Ellison is a third-generation, women-led, private family-owned business. The company is widely known as the pioneer and global market leader of die-cutting machines and accessories for the education and craft markets.

### How did you get involved in your industry?

Ellison is a family-owned and operated company. As the granddaughter of the founder, LaDorna Ellison Eichenberg, the business has been literally in my blood from the start. I have vivid memories from my childhood of cutting out sample shapes for schools interested in our die-cutting equipment. You might say Ellison was my first baby sitter! As a teen, I got my first real start in Customer Service, where I learned the importance of treating customers as members of our family. Eventually, I worked my way up to Customer Service Office Manager, and followed that up with positions in Product Development, Operations, Business Development, and Sales & Marketing. I am proud to say I opened our United Kingdom office and headed up our global sales teams. By the time I was named CEO, I had seen the business from so many angles that I was ready to lead the company.

### What are some of your business goals for 2015?

Our re-branding initiative continues to drive our company in many exciting and new ways, including a whole new look for our family of machines and our packaging as we extend our reach into the DIY/lifestyle markets. Naturally, we remain committed to delivering innovative products that empower creativity. In fact, our entire business model aligns the needs of our retailers and consumers because their success is really our shared success!

### Why did you decide to locate/invest in Lake Forest?

As our business continued to grow, so did our need for more warehouse and office space. In 1998, we left our Irvine location for our current Lake Forest address, which offered us another safe and friendly location for our many employees who lived nearby. The new building gave us 100,000 square feet, and continues to work nicely for us today.

### Who is someone that has inspired you?

That would have to be my grandmother. I mean, imagine being 50 years old, living in a small 2-bedroom apartment, and taking your life savings of \$10,000 and risking it all on a single idea — the first Ellison LetterMachine — and growing that dream into a global multi-million dollar company. She not only did it, but succeeded against all odds.

### What is your favorite Lake Forest restaurant?

That's easy! It's the Inka Grill. Ironically, they are also a family-run business. My favorite item on the menu is the Loma Saltado, and if you want it extra special, order a fried egg on top!

## City News

### Upcoming Events:

- **Business Success Expo** – Friday, April 24, 8:30 a.m. to 1 p.m. – Lake Forest Sports Park and Recreation Center 28000 Rancho Parkway
- **Business Mixer** – Thursday, May 7, 5:30 p.m. to 7 p.m. – Lake Forest Sports Park and Recreation Center 28000 Rancho Parkway
- **Federal/State Basic Payroll Tax Seminar** - Friday, July 24, 9 a.m. to 3:30 p.m. – Lake Forest City Hall 25550 Commercentre Drive, Suite 100

Lake Forest companies are encouraged to submit philanthropic efforts, notable recognitions, and celebrations to [economicdevelopment@lakeforestca.gov](mailto:economicdevelopment@lakeforestca.gov)

### Businesses in the News:

- Over 30 Lake Forest Businesses Featured in the OCBJ 2015 Book of Lists
- Fujitsu Receives Lenel Factory Certification
- Skilled Healthcare Group Merges with Genesis Healthcare
- Del Taco to Open East Coast Locations
- Sole Technology Putting 'Sole' back into etnies Brand
- Oakley Teams with Whistler Blackcomb Resort
- Quantum Receives Contract with one of Nation's largest Food Distributors

### Recent Grand Openings:

- Musashi Sushiya – 23532 El Toro Road #18
- Toll Brothers Parkview at Baker Ranch – 24 Wildrose
- Avalon Baker Ranch – 1000 Lupine
- Titan NGV Fueling Station – 24201 El Toro Road
- Reborn Cabinets – 23626 El Toro Road
- Applied Medical – 20161 Windrow Drive